

UNIVERSITAS BINA NUSANTARA

School of Business Management
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“PENGARUH *WEBSITE QUALITY* TERHADAP *PERCEIVED TRUST* DENGAN *WEBSITE BRAND* SEBAGAI VARIABEL MODERATOR PADA PT. SRIJAYA CIPTAGRAHA”

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Abstrak

PT. Srijaya Ciptagraha adalah sebuah perusahaan yang bergerak di bidang *real estate*. Beralamat di Jl. Raya Serang KM. 10,5 No. 27, cikupa, Kab. Tangerang, perusahaan yang telah resmi menjadi sebuah Perseroan Terbatas pada tahun 2010 ini sedang mengalami permasalahan kepercayaan konsumen atas website yang rendah sehingga menyebabkan buruknya kepercayaan konsumen atas perusahaan. Tujuan dari penelitian ini adalah untuk mengukur kontribusi *website quality* terhadap *perceived trust* dengan *website brand* sebagai variabel moderator pada PT. Srijaya Ciptagraha. Metode penelitian yang digunakan adalah metode penelitian kuantitatif dengan pendekatan survei. Metode pengumpulan data yang digunakan dalam penelitian ini adalah kuisioner yang disebarkan kepada 73 calon konsumen PT. Srijaya Ciptagraha. Metode pengolahan data yang digunakan dalam penelitian ini adalah Analisa Regresi Moderasi dengan bantuan aplikasi SPSS 2.0. Tahapan – tahapannya adalah uji validitas, uji reliabilitas, uji normalitas, uji regresi dan uji regresi moderasi. Hasil penelitian ini menunjukkan bahwa Variabel *website quality* dan Variabel Website Brand masing masing berpengaruh secara signifikan terhadap variabel *perceived trust website* PT. SRIJAYA CIPTAGRAHA. Selain itu, variabel *Website brand* juga memoderator pengaruh *website quality* terhadap *perceived trust* konsumen atas website PT. Srijaya Ciptagraha.

Kata Kunci : *website quality, perceived trust, website brand*

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**“THE INFLUENCE OF WEBSITE QUALITY TOWARDS PERCEIVED
TRUST WITH WEBSITE BRAND AS MODERATING VARIABLE AT PT.
SRIJAYA CIPTAGRAHA”**

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Abstract

PT. SRIJAYA CIPTAGRAHA is a real estate company. Located on Jl. Raya Serang km. 10,5 no. 27, Cikupa, kab. Tangerang, the company that was first formed in 2010 is currently experiencing problems which are low trust on the website, then resulting poor consumer trust towards the company. The purpose of this research are to measuring the contribution of website quality to perceived trust with website brand as moderator variable on PT. SRIJAYA CIPTAGRAHA. Method that used in this research was quantitative research method with survey approaching. Method for collecting data that used in this research was questioner that spread to 73 potential consumer of PT. SRIJAYA CIPTAGRAHA. Data Processing Method that used in this research was Moderated Regression Analysis. The steps are Validity Test, Reliability Test, Normality Test, Regression Test and Moderated Analysis Test that assisted with The Application SPSS 2.0. Result of this research showed that both variable website quality and variable website brand each significantly affect variable perceived trust of PT. SRIJAYA CIPTAGRAHA’S website. Moreover, variable website brand also moderating the influence of website quality to consumer perceived trust on PT. SRIJAYA CIPTAGRAHA’S website.

Key Words : website quality, perceived trust, website brand